

ORGANICS RECYCLING

THE RAGS, ROCHE, WASTECAP STORY

Instilling a Cultural Change...

Ted Brown and John Connolly

Hannaford Bros. Co

- 15 years – Developing Organics Recycling
 - Initial Savings Marginal
 - Worth Doing
- Education, Education, Education
- Top Management Support A Must
- Organics Recycling...A Better Way
- *Change the Culture or Don't Start....*

“Hands On Approach”

- Supermarkets Generate a Lot of Organics
- Ted Brown-Consulting Brought Experience
- Entered Contract With DEP
- Roche Top Management Committed
- Education, Education, Education

Massachusetts DEP Funding

- Hired Ted Brown-Consulting
- Provided Fresh Approach and Partnerships
- Developed Strategy
- Results Focused

Partnerships – Key

Composter Processor

- Capacity in Southeastern Mass.
- Willingness to Change and Adapt
- Must Work Closely with Hauler and Generator
- Education, Education, Education

Hauler

- Must Understand Needs of Generator
- Willingness to Change and Adapt
- Must Work Closely with Composter and Generator
- Education, Education, Education

Partnerships – Key (cont.)

Generator

- Commit to Cultural Change – “Source Separation”
- Communicate with Hauler and Composter
- Incentives Work
- Encourage A Competitive Environment

The 3 Month Roche Bros. Pilot

Top Management Buy In

- Organics Recycling – A Natural Supermarket Solution
- Roche Seized Opportunity
- Involved Committed Store Managers

Informational Meetings

- Presented History – We're A Wasteful Society
- Defined Roles
 - Store Associates – Critically Important
 - Hauler Must Cooperate
 - Understand "Why" of Organics Recycling
- Set Financial Goals/Time Line

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Waste Audit

- Created Baseline
- Defined, Differentiated "Tipping" vs. "Hauling" Costs
- Unraveled mysteries of Hidden Costs
- Identified "Soft Costs"

Organics Diversion Recommendations

- Agreed on Specific Outcomes
- Set Guidelines for Achieving
- Budgeted Program Costs
 - Collection Containers
 - Degradable Bags
 - Training Resources (Materials and Labor)

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Training Program Development

- Created Customized Training Guide
- Organized Training Steps
- Planned Individual Store Training Initiatives

Walk Through Pilot Stores

- Store Manager- John Connolly Associates, LLC – Hauler
- Engaged & Educated Department Managers
- Finalized Plan
- Dedicated Compactor
- Understand Store Operations Department Needs/ Challenges

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Expanded Recycling – Plastics

- Developed Film Plastics Recycling Program
- Partnered with Supplies Vendor - Collection
- Reduced 4-6 Annual Compactor Hauls

Hands On Training

- John Connolly Associates, LLC, Contracted
- Organized Effort
- Hands On Involvement
- Open Communications

The 3 Month Roche Bros. Pilot

Follow Up Monitoring

- John Connolly Associates, LLC, Followed Through
- Store Managers Responsible
- Overcome Challenges

Continuing Education

- Ongoing Monitoring Necessary
- "Point Person" Critically Important
- Top Management Repeated Support
- Progress Reports Valuable

The 3 Month Roche Bros. Pilot

Feedback & Documentation

- Photos
- Reports
- Education

Post Pilot Roll Out

- Pilot Objectives Achieved
- Pilot A Success
- Pilot So Successful...Rolled Out To 7 Additional Stores

The 3 Month Roche Bros. Pilot

Program Preparation

- Collection Container Applicability
- Degradable Bag Suitability And Selection
- Communications With Direct Participants & Vendors

In-store Training

- Store Management Team Meetings
- Group Presentation – Concept, Benefits, Training Materials
- Highlight Roles of Key Stakeholders – Composter & Hauler
- Encourage Questions And Discussion

The 3 Month Roche Bros. Pilot

Program Implementation

- Collection Container Set-up And Degradable Bag Usage
- Sign Package Placement
- Department Manager And Employee Communication
- Address Department-Specific Issues On The Sales Floor

Program Follow-up

- Store Visits And Discussion With Store Management Teams
- Identify Additional Training Needs By Department
- Problem Resolution And Opportunity Identification
- Communication Back To Stores, Composter, And Hauler